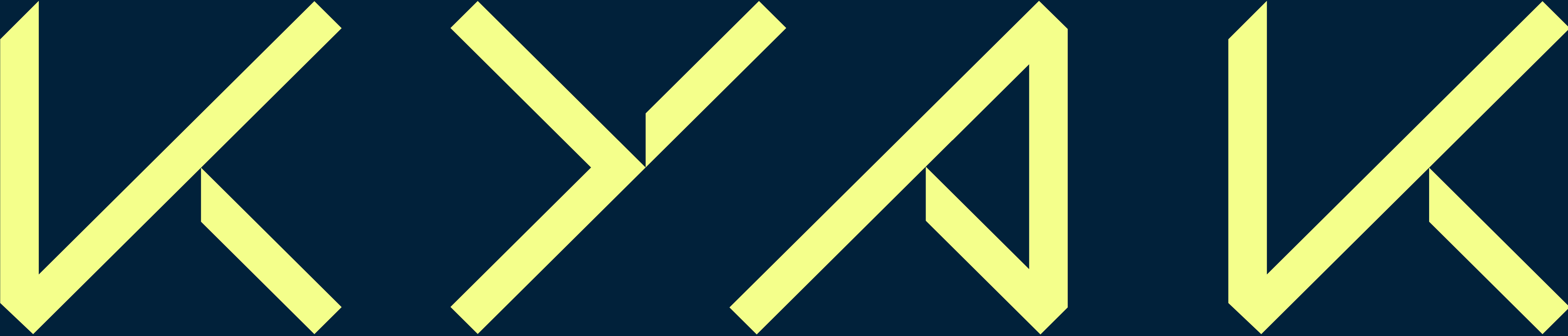
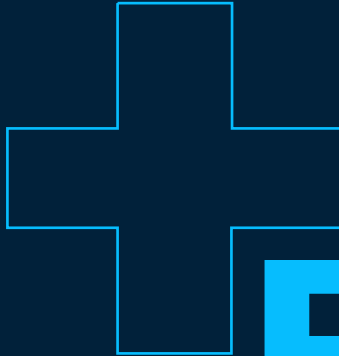




**THE DESIGN STUDIO THAT  
BLENDS BOLD IDEAS AND  
INSIGHTFUL STRATEGY TO  
BUILD CREATIVE CAMPAIGNS  
WITH A SPORT, FITNESS  
AND LEISURE FOCUS  
THE POWER TO ENERGISE  
+ ELEVATE YOUR BRAND**

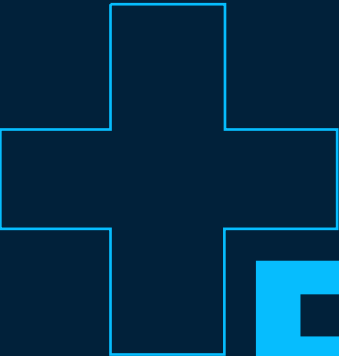


# ENERGISE

**Improve your current brand or create an entirely new one**

We specialise in getting underneath the skin of your brand. Whether it's been established for a while and is need of a refresh, or perhaps your business has changed since it was originally created and it's no longer fit for purpose, or maybe it's just a bit tired and needs to be re-energised.

We have a team of experts that will research, understand, create, develop, implement and review your brand to reach the perfect solution for you.

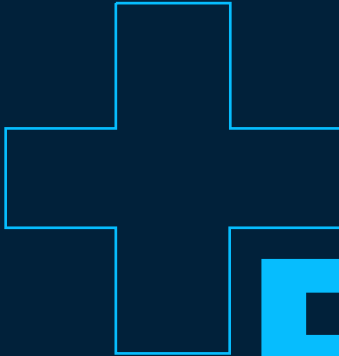


# EMPOWER

**Brand led solutions that put you ahead of the competition**

Your marketing and your brand needs to stand out from the competition and the vast amount of material out in the marketplace.

The branded solutions that we develop are thoroughly considered, unique and bespoke to your company empowering a deeper connection with your audience and greater results.



# ELEVATE

**Brand knowledge and strategy to help boost your results**

Using industry insights, our expertise developed over many years and a strategic approach, we ensure the solutions we develop for you aren't just run of the mill but they elevate your business.

Getting to know your business, your customers, the challenges you face and your competition is what makes us different from your average agency - the results are truly unique and thoroughly effective.



# INTRODUCTION

# THE TEAM





INTRODUCTION

KYAK is a design and marketing studio based in Newark, Nottinghamshire that specialises in the sport, fitness and leisure sectors. We have clients of all sizes from national organisations such as the British Sailing Team and Life Leisure, to independent gyms and personal trainers.

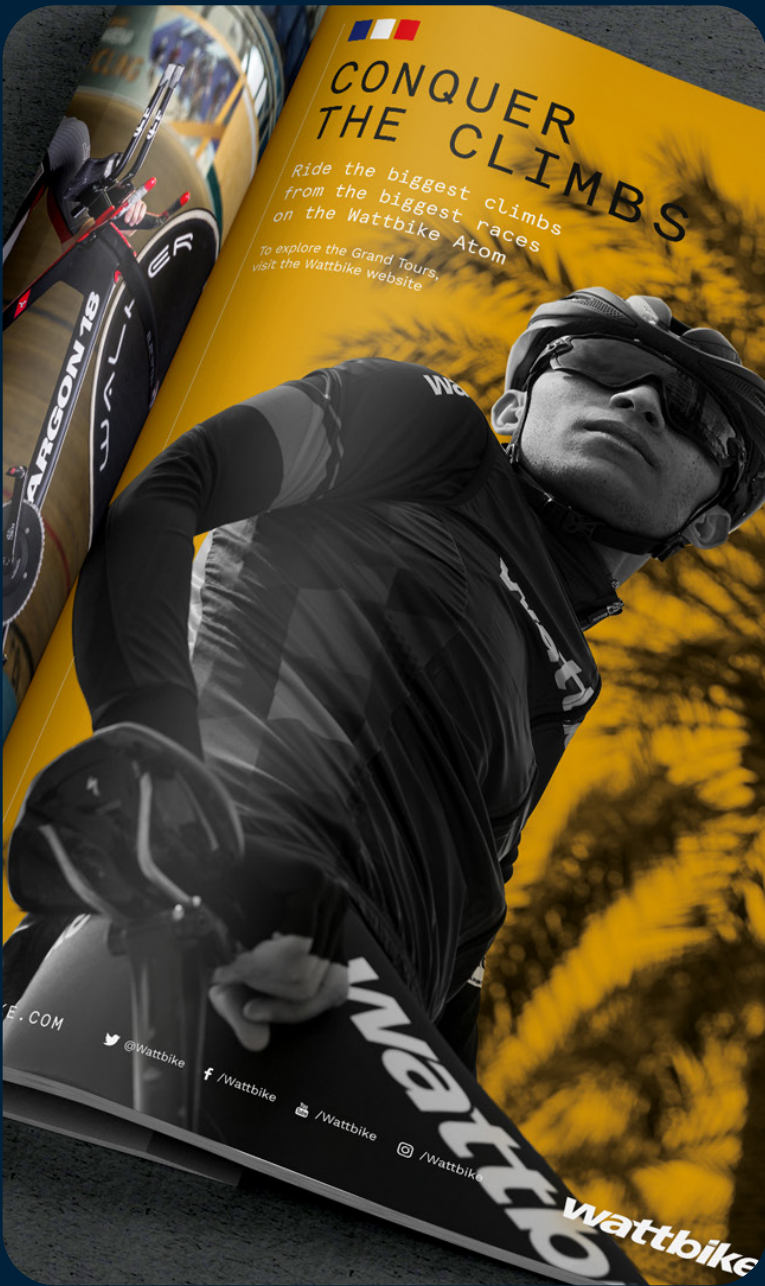
At the heart of the business are two highly experienced designers Rob and Paul - we are always the main point of contact for all of our clients. We also recently added Mia to the team, a First Class graduate from Lincoln University's graphic design course. As well as our core team we also engage trusted collaborators such as videographers, digital specialists, marketers, illustrators and photographers keeping the business flexible and the costs highly competitive, passing on these savings to our clients.

We position ourselves as an extension to our clients' internal teams, bringing our skills, experience and contacts to the table to the benefit of all. We don't just provide great looking solutions but delve deep into understanding your business so we can make sure the solutions we develop are highly effective and have real impact.

Most of all we simply love what we do.

Team KYAK

THE POWER TO ENERGISE  
+ ELEVATE YOUR BRAND





# INTRODUCTION CLIENTS



The British Sailing team are the official body representing sailors at the pinnacle of their careers. We have had the pleasure of working with them for the last two Olympic campaigns.

**SERVICES**

- Olympic campaign identities
- Social media templates
- Merchandise
- Exhibition graphics



SKY approached KYAK to help provide support to their in-house design capability. We produced game graphics based on their brand guidelines and provided them with ongoing design support.

**SERVICES**

- Advertising graphics for Sky Vegas and Sky Bingo
- Branded Powerpoint templates
- Retained artwork support



Life Leisure operate 7 Leisure Centres in Stockport, Manchester. We have worked with them for the last couple of years as an extension to their marketing team.

**SERVICES**

- Brand overhaul
- Marketing campaigns
- Signage and wayfinding across all 7 leisure centres
- Merchandise
- Retained artwork support



Tombola are the UK's premier online gaming company. We worked with them to provide a large volume of game based graphics for use on their social media, increasing awareness and driving engagement.

**SERVICES**

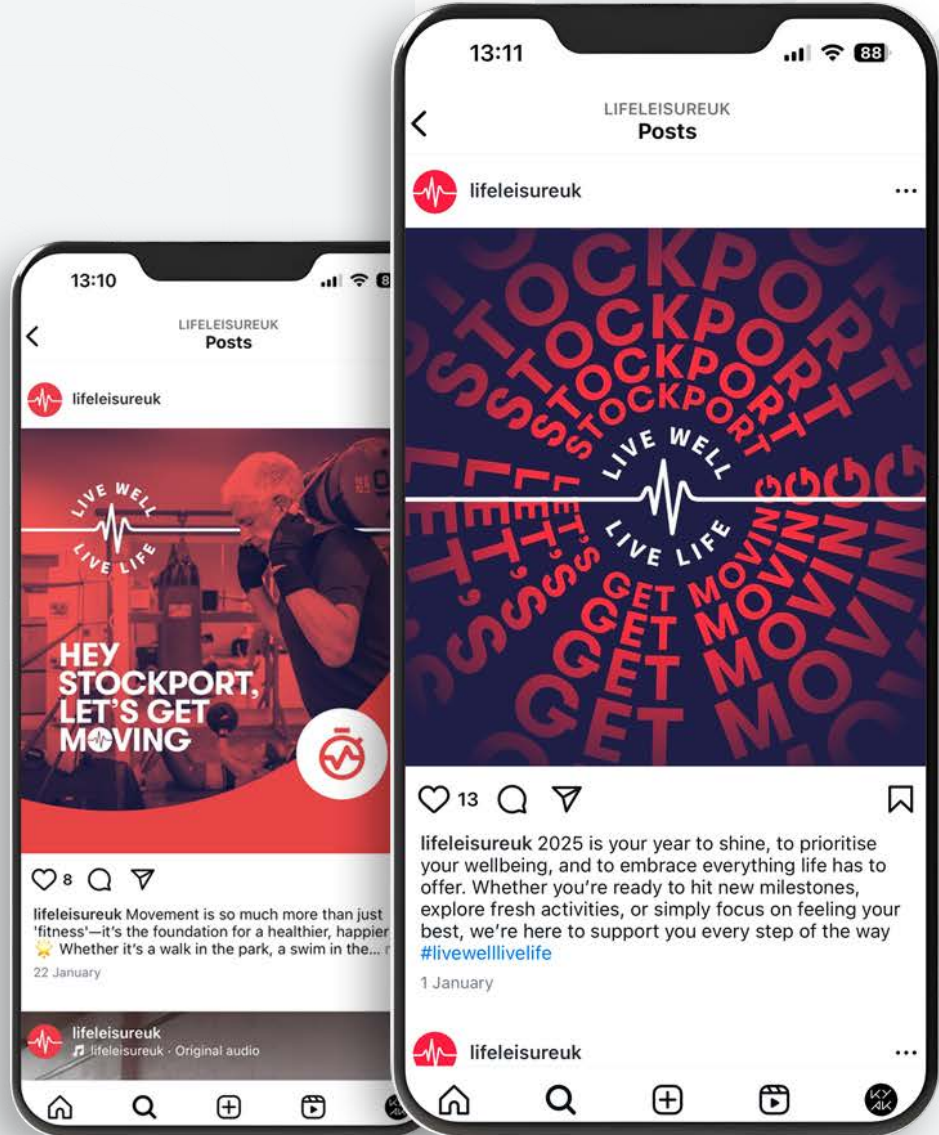
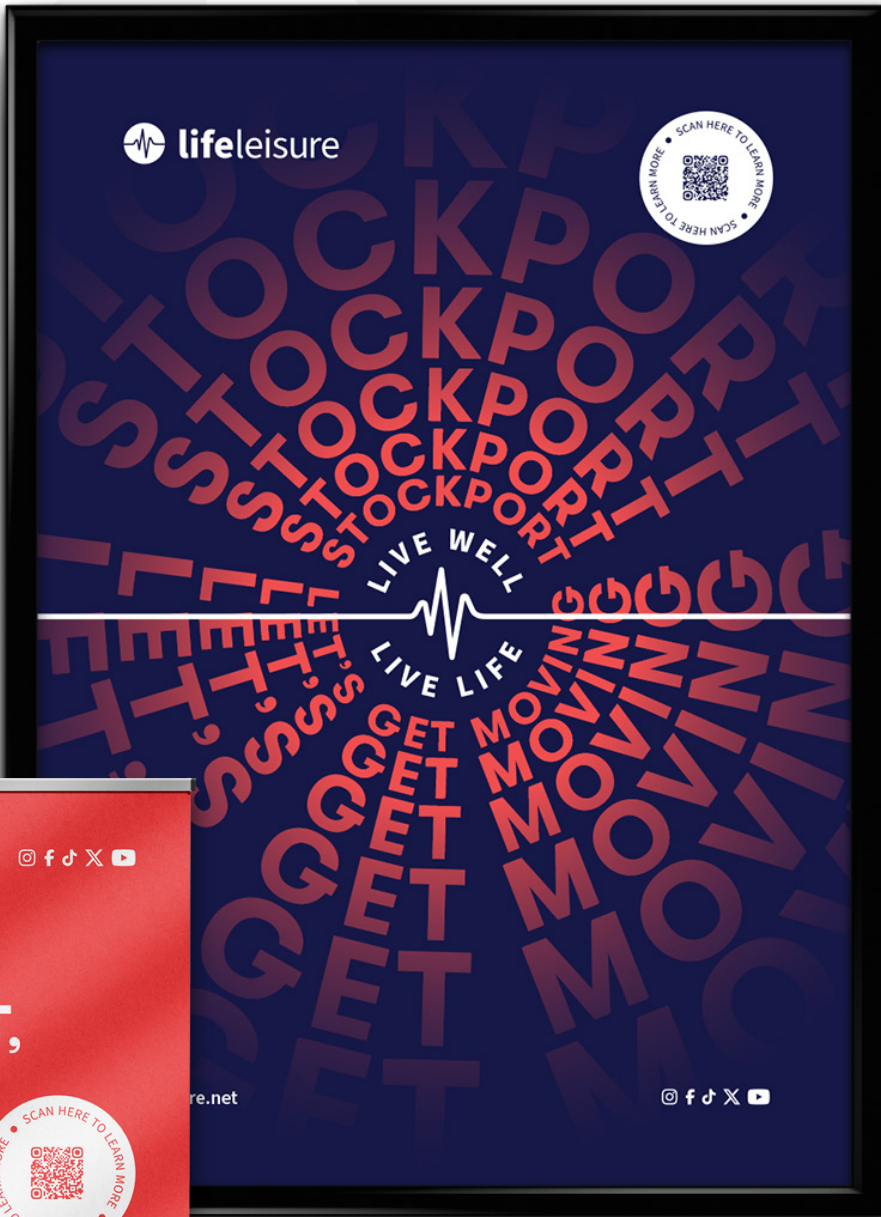
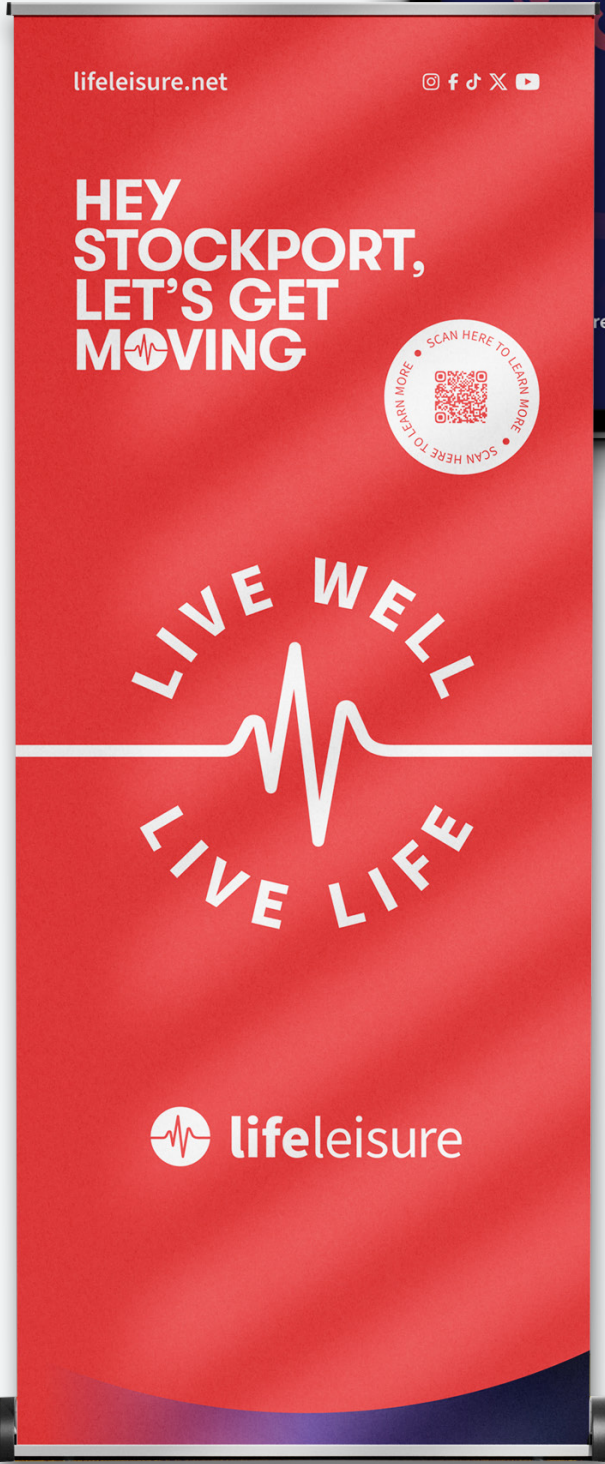
- Social media graphics
- Retained artwork support as an extension to the internal tombola marketing team

To see the work in further detail, and all of our work for other clients, visit [www.kyakstudio.com/portfolio-items](http://www.kyakstudio.com/portfolio-items)

# OUR SERVICES

# BRANDING





## BRANDING

Creating brands is what we excel at. Whether you need a logo for a new business start up or a fully considered brand applied across all your customer touchpoints, we develop solutions that look great and work.

Perhaps you have a brand that's become a bit stale over time? We take a detailed look at your current assets and propose a well considered evolution, or perhaps a complete overhaul, taking into account factors such as budget, objectives and your competitors.

Shown here is a selection of just some of the branded work we have produced for Life Leisure who run 7 leisure centres across Stockport, Manchester.





# OUR SERVICES MARKETING + ADVERTISING



MARKETING YOUR  
PRODUCT OR SERVICE

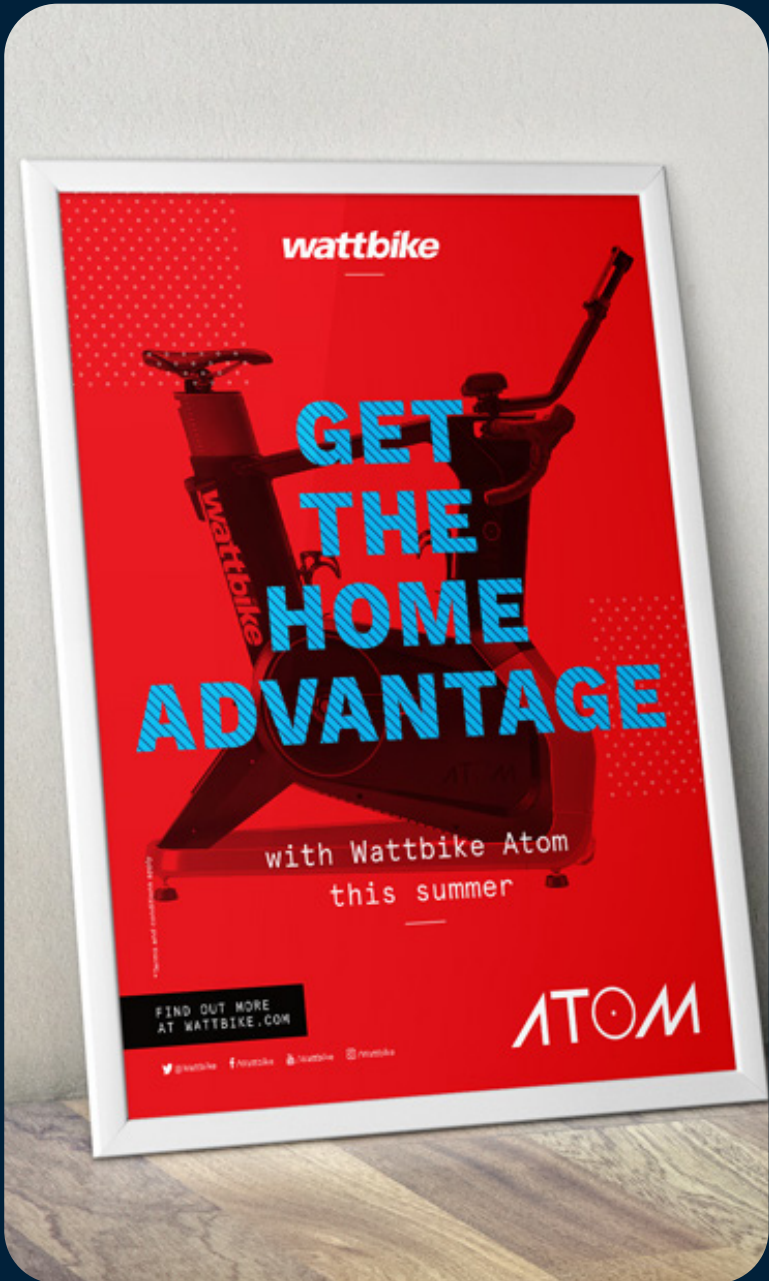
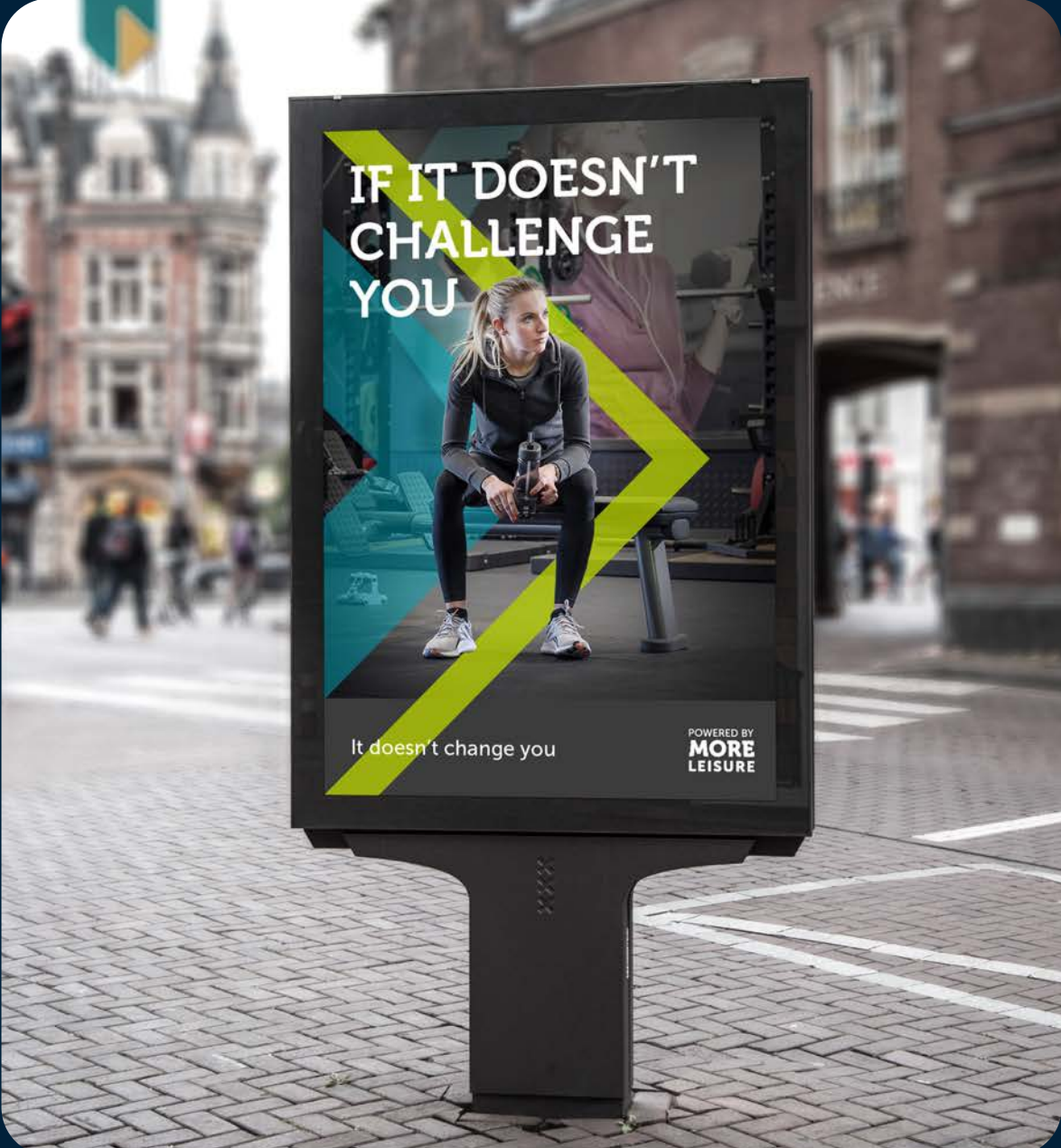
At KYAK we have many years of experience developing innovative solutions for marketing and advertising campaigns.

We start by meeting with you either virtually or in person to understand your business, your aims and your customers. From there we develop an approach designed to help achieve your objectives working closely with you all the way.

Should you require more detailed marketing support, such as a bespoke strategy with specific KPI's for example, we have marketing collaborators we bring to the project.

Shown here are just some of the marketing campaigns we have delivered in the recent past.

To see more examples of our work please visit [www.kyakstudio.com/projects](http://www.kyakstudio.com/projects)





# OUR SERVICES

## PRINT



DESIGN FOR PRINT

We're big believers that print is still very much alive and in fact having quite the renaissance! Used in the right way it can be a fantastic option to get your brand, your product and your business into the hands of your customers.

We have long standing relationships with a range of print providers from large volume printers that provide great value, to high-end print finishers and packaging specialists.

Whether you're producing a physical newspaper to post out, a stack of flyers to distribute via a door drop, or 'old school' business cards, we will come up with innovative ways to get your business seen and standing out. We'll also manage the entire process for you from artwork to print to delivery, so you can sit back and wait for your shiny new items to land on your doormat, or someone else's!





# OUR SERVICES

## SIGNAGE, WAYFINDING + LARGE FORMAT



**SIGNAGE, WAYFINDING  
AND LARGE FORMAT**

It's vital that your brand is consistent across all customer touchpoints and none more so than the experience they have when using your facilities or entering your business premises.

At KYAK we design our brand solutions to be highly effective whatever the size or the placement. We love nothing more than helping your brand come to life in a large format, perhaps as an acrylic backlit outdoor sign, as wayfinding signage throughout your building, as large wallpaper graphics or maybe two-way window decals?

Together with a number of highly skilled suppliers and installers we oversee the project from concept to delivery taking any stress away from you.

We are full of unique ideas and love a challenge, get in touch today and we'll bring your brand to life in a BIG way!





# OUR SERVICES

# DIGITAL SOLUTIONS

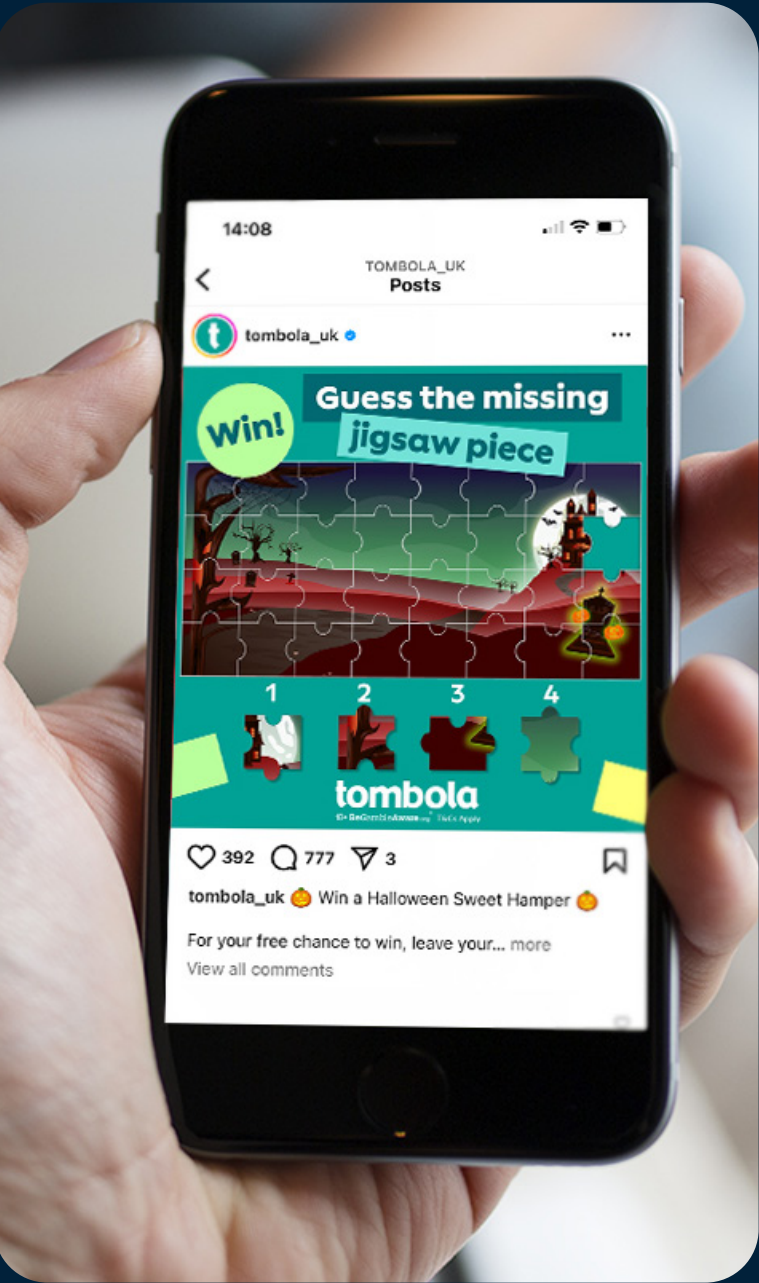




DESIGN FOR DIGITAL

Standing out from your competitors by producing unique and original online content is why you should consider working with us.

We produce a wide range of digital solutions for all of your business needs. Whether you're looking for a suite of graphics for a social campaign, a video to promote your business online or a website that sells your services, facilities or products, we can do it all, and do it to an exceptionally high standard.





# OUR SERVICES

# PHOTOGRAPHY

# + VIDEOGRAPHY





**VIDEO AND PHOTOGRAPHY**

The KYAK team are experts in delivering high quality imagery for your website, your social channels, your marketing (or even for TV).

Working with our trusted photographers and videographers, we develop the design and direction of initial concepts, have full involvement in the planning, and oversee the production and final delivery - with your input, involvement and approval throughout.

Sourcing models for a photoshoot, finding suitable locations, even deciding on which film director works for a project, are all managed by us so you can be sure there are no stones left unturned.

The final result is your own extensive library of high quality, unique images or video that you can use across all of your media channels, that jumps out at the viewer and really grabs their attention.





# OUR SERVICES MERCHANDISE + EXHIBITIONS



MERCHANDISE AND EXHIBITION DESIGN

We love a bit of merch at KYAK! From button badges to banners, t-shirts to tote bags it's an opportunity to bring your brand to life in creative, tangible ways to encourage conversations and interaction.

Perhaps you have an event or exhibition coming up that you need solutions for? From a simple pull up banner to a large scale exhibition stand we have experience across all manner of scenarios for all types of budgets. Plus we have a roster of fantastic suppliers to help bring your product or service to life.

We dig deep to understand what it is you're looking to achieve - perhaps greater awareness of your company? New leads for subsequent follow up? Or simply a way of engaging with potential customers? Either way we produce well thought out strategies and detailed plans.

Our solutions and activations will ensure your customers will be talking about your product or service long after an event has finished.





For more testimonials visit [www.kyakstudio.com/about](http://www.kyakstudio.com/about)

# TESTIMONIALS

## **Will Carson** **Communications Manager** **British Sailing Team**

Rob and his team have been a pleasure to work with over the past couple of years during a critical time for us building up to Tokyo 2020.

Their designs have added real weight to our media campaign, plus they've been great value too.

Highly recommended.

## **Dawn Howe** **Head of Brand** **tombola**

We enjoy working with KYAK and consider this agency an extension to the marketing team here at tombola. KYAK are incredibly responsive, always available when we need them, and quick to learn the nuances of our brand and industry. Rob's creativity and strategic thinking stands out, bringing fresh ideas and effective solutions for each stage of our marketing funnel—from brand awareness to acquisition and retention. We've successfully launched campaigns across multiple channels in three countries, his approach has been seamless and consistent, showing a strong grasp of each market's unique needs.

If you're looking for a reliable, innovative partner to help your brand grow, I highly recommend KYAK. Their expertise, dedication, and passion make them an invaluable asset to any team!

## **Alex Hurst** **Ex-England rugby league** **Matrix fitness**

A big shout out to Rob and the team bringing my ideas to life. From someone who is a little less imaginative like myself and needs guidance, I highly recommend these guys. The initial brand review provided clarity and guidance on what the best process was and then into the development phase of the process, giving me chance to create content, add features, tweak, chop/change different ideas, ending in the final result.

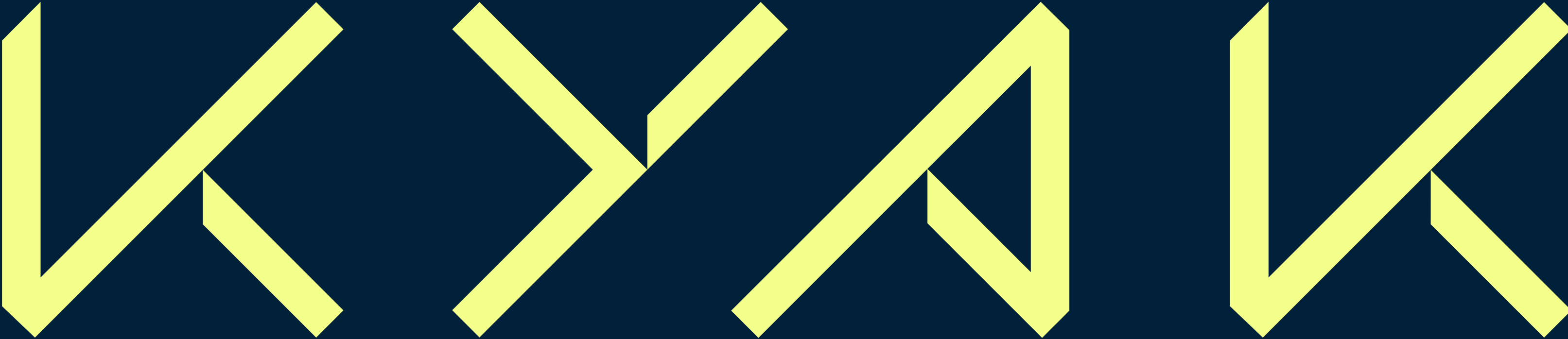
If you are looking for rebranding, marketing and an online presence I highly recommend KYAK.

## **John Oxley** **CEO** **Life Leisure**

Rob is an outstanding creative who captures the essence of customer need which he allies to market understanding.....and he's a thoroughly nice bloke too.

A rare mix and one well worth connecting to.





Please visit our website for more case studies  
and testimonials, and get in touch if you  
would like to discuss your own project.

07938 438448  
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[www.kyakstudio.com](http://www.kyakstudio.com)